



[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

[Advanced Scholar Search](#)

online search result marketing purchase decisio

Search

[Scholar Preferences](#)

[Scholar Help](#)

Scholar All articles - Recent articles Results 1 - 10 of about 131,000 for online search result marketing purchase decisions. (0.53 seconds)

[PDF] • Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids

G Haeubli, V Trifts - Marketing Science, 2000 - busi.mun.ca

... each of these tools on consumers' **search** for product ... of their **purchase decisions**
in an **online store** ... The **results** of a controlled experiment indicate that each ...

[Cited by 335](#) - [Related articles](#) - [View as HTML](#) - [Web Search](#) - [BL Direct](#) - [All 25 versions](#)

The Effects of Product Class Knowledge on Information **Search** Behavior

M Brucks - Journal of Consumer Research, 1985 - UChicago Press

... Cognitive source and clothing retail: Some **results** from an ... knowledge types on the
consumer **search** process: An ... Management 13:3, 214-230 Online publication date ...

[Cited by 498](#) - [Related articles](#) - [Web Search](#) - [Library Search](#) - [All 3 versions](#)

[PDF] • An online prepurchase intentions model: the role of intention to **search**

S Shim, MA Eastlick, SL Lotz, P Warrington - Journal of Retailing, 2001 - itu.dk

... In this study, an Online Prepurchase Intentions Model is proposed and ... The **results**
show that intention to use the Internet to **search** for information was not ...

[Cited by 149](#) - [View as HTML](#) - [Web Search](#) - [BL Direct](#)

Buying, Searching, or Browsing: Differentiating Between Online Shoppers Using In-Store Navigational ...

WW Moe - Journal of Consumer Psychology, 2003 - Lawrence Erlbaum

... to ex- amine consumer **search** behavior in ... The **result** has been a cornucopia of ... interstore
comparisons across multiple online re- tailersaswellasinrastorebehavior ...

[Cited by 98](#) - [Related articles](#) - [Web Search](#) - [BL Direct](#) - [All 6 versions](#)

Measuring the Involvement Construct - [ua.edu](#) [PDF]

JL Zaichkowsky - Journal of Consumer Research, 1985 - UChicago Press

... Explaining differences in **purchase** involvement and external **search**. ... 16:2, 1-10
Online publication date: 1 ... Do source and anonymity affect mail survey **results**? ...

[Cited by 1041](#) - [Related articles](#) - [Web Search](#) - [All 5 versions](#)

The Influence of Anticipating Regret and Responsibility on **Purchase Decisions**

I Simonson - Journal of Consumer Research, 1992 - UChicago Press

